IN THE CLAIMS:

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter *(underlining)* and deleted subject matter *(strikethrough)*, as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Previously Presented) A process for allowing various parties to access a live video interface to attend a live conference utilizing personal computers with video capability, the parties accessing the live video interface via an on-line computer service utilizing public communication links, comprising the steps of:

provicing a site to facilitate a live conference between various parties wherein the various parties register with the site;

after the various parties have registered, interfacing the various parties with a the site associated with a live conference wherein the various parties utilize the on-line computer service to access the site;

providing text data relating to the live conference from the site to certain parties;

receiving identification data from at least certain of the various parties at the site;

verifying the identification data provided by the certain parties before permitting the various parties access to at least a portion of the live conference;

providing live dynamic video viewing relating to the conference to parties that are approved after verification; and

utilizing the identification data relating to the certain of the various parties to facilitate subsequent communication by email.

18. (Previously Presented) A process according to claim 17, wherein the conference is an educational conference.

19.   (Previously Presented) A process according to claim 18, wherein the educational conference is for doctors.

20.   (Previously Presented) A process according to claim 18, wherein the educational conference is for other professionals.

21.   (Previously Presented) A process according to claim 17, wherein the live video includes high resolution video.

22.   (Previously Presented) A process according to claim 17, wherein the personal computers include a mouse for manipulating the video.

23.   (Previously Presented) A process according to claim 22, wherein the various parties manipulate the video by a zoom feature.

24.   (Previously Presented) A process according to claim 22, wherein the various parties manipulate the video by a pan feature.

25.   (Previously Presented) A process according to claim 17, further comprising the step of:

providing at least certain audio data to parties that are approved.

26.   (Previously Presented) A process according to claim 17, wherein the identification data is a card number.

27.   (Previously Presented) A process according to claim 26, wherein the card number includes a check digit.

28.   (Canceled)

29.   (Previously Presented) A process according to claim 17, further comprising the step of:

    receiving dynamic video from at least certain of the various parties at the site to permit a person at the site to view the dynamic video in a two-way video communication.

30.   (Previously Presented) A process according to claim 17, further comprising the step of:

    providing an offer from the site for a subsequent conference by electronic mail to at least certain parties.

31.   (Previously Presented) A process according to claim 30, wherein another interface between the certain parties and the site is responsive to the offer.

32.   (Canceled)

33.   (Previously Presented) A process according to claim 17, wherein the step of registering includes names of the parties.

34.   (Previously Presented) A process according to claim 17, wherein the step of registering includes addresses of the parties.

35.   (Previously Presented) A process according to claim 17, wherein the step of registering includes e-mail addresses of the parties.

36.   (Canceled)

37.   (Previously Presented) A process according to claim 17, further comprising the step of:

    formulating and providing an identification number to at least one of the various parties.

38. (Previously Presented) A process according to claim 37, wherein the identification data is provided to the party by the site when the party is interfaced.

39. (Canceled)

40. (Previously Presented) A process according to claim 37, wherein the identification data is used to facilitate a subsequent communication.

41. (Previously Presented) A process for controlling buyer and vendor communication via public data communication links, comprising the steps of:

notifying one or more buyers, at personal computers with video capability utilized by the buyers, regarding an offer from a vendor, via the public data communication links, which include high speed digital lines,

interfacing one or more buyers, via an on-line computer service utilizing the public data communication links, with a vendor site associated with the vendor, to receive a presentation including video data and text data relating to the offer from the vendor, the video data including high resolution video including freeze frame images, the buyers using a mouse associated with the personal computers to manipulate the video data;

receiving at the vendor site, identification data from the buyers, wherein the identification data is verified before the one or more buyers receive at least a portion of the presentation; and

following a transaction between the buyers and the vendor relating to the offer, the vendor communicates with the buyer regarding the transaction via electronic mail sent via the on-line computer service.

42. (Canceled)

43. (Canceled)

44.   (Previously Presented) A process according to claim 41, wherein the video data includes dynamic video.

45.   (Previously Presented) A process according to claim 41, further comprising the step of:

        receiving at the vendor site, an indication from the buyer of the maximum amount that a buyer is willing to pay for the offer.

46.   (Canceled)

47.   (Canceled)

48.   (Canceled)

49.   (Canceled)

50.   (Previously Presented) A process according to claim 41, wherein the mouse is used by the buyers to perform a zoom operation.

51.   (Previously Presented) A process according to claim 41, wherein the mouse is used by the buyers to perform a pan operation.

52.   (Previously Presented) A process according to claim 41, wherein the video data further comprises voice data.

53.   (Previously Presented) A process according to claim 41, wherein the identification data comprises a check digit.

54.   (Previously Presented) A process according to claim 41, wherein the step of notifying further comprises the step of downloading data relating to the offer on the buyer's personal computer.

55.   (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by email.

56.   (Canceled)

57.   (Previously Presented) A process according to claim 41, wherein the step of notifying is accomplished by facsimile.

58.   (Previously Presented) A process for exchanging electronic communications between a buyer and a seller utilizing public electronic communication data paths for interactive data sharing of video, graphic, and audio data, comprising the step of:

        interfacing a buyer utilizing a personal computer with video capability with a
seller utilizing a personal computer with video capability via an on-line computer service
utilizing the public electronic communication data paths, which utilize digital lines;

        facilitating direct video communication between the buyer and the seller via the
on-line computer service, the video communication includes video data comprising
dynamic color video including high resolution video and other data involving audio and
graphic data including text data; and

        facilitating manipulation of the video data via a peripheral device coupled to the
personal computer.

59.   (Previously Presented) A process according to claim 58, wherein the buyer or the seller or both utilize a video printer to print at least certain of the transmitted video data.

60.   (Previously Presented) A process according to claim 58, further comprising the step of:

facilitating further communications between the buyer and the seller by email subsequent to the direct video communication.

61.   (Canceled)

62.   (Previously Presented) A process according to claim 58, wherein the manipulation of the video data involves a pan operation.

63.   (Previously Presented) A process according to claim 58, wherein the manipulation of the video data involves a zoom operation.

64.   (Previously Presented) A process according to claim 58, wherein the buyer or seller provides graphical data other than text data.

65.   (Previously Presented) A process according to claim 64, wherein the graphical data comprises a composite display of a scene at a location.

66.   (Canceled)

67.   (Previously Presented) A process according to claim 58, wherein the public electronic communication data paths utilize dial-up telephone lines.

68.   (Previously Presented) A process according to claim 58, wherein the buyer or the seller utilize a cellular device adapted for video communication.

69.   (Previously Presented) A process according to claim 58, wherein the video data provided by the buyer or the seller during the direct video communication comprises a sales presentation.

70.   (Previously Presented) A process according to claim 69, further comprising the step of:

consummating data relating to a transaction following the presentation.

71.   (Previously Presented) A process according to claim 70, further comprising the step of:

exchanging email communications relating to the consummated transaction between the parties.

72.   (Previously Presented) A system for facilitating transactions between buyers and a plurality of vendors through a voice and data communication system including digital lines and an on-line computer service for providing communication between buyer terminals including a display and select vendor sites, the system comprising:

an interface to interface active buyer terminals through the telephone communication system to receive transaction selection data from buyers indicative of a desired merchandise or service;

a processor for processing selective data from an active buyer terminal to isolate a group of vendors offering the merchandise or service selected and prioritizing the group of vendors in an order of priority; and

communicating the prioritized group of vendors to the active buyer terminal for display in prioritized order, wherein at least certain of the vendors provide at least certain of the buyers with high resolution freeze frame color video and text data.

73.   (Previously Presented) A method of processing transactions on-line involving a plurality of personal computers or buyer terminals for communicating through a communication system utilizing digital lines to interface a processing system, comprising the steps of:

receiving transaction selective data from an active personal computer;

processing the transaction selection data to locate a responsive vendor site;

providing transaction data including video data from the responsive vendor site to the active personal computer;

upon receipt of transaction consummation data from the active personal computer, storing such data for processing the subject transaction; and

transmitting an email message to the active personal computer reporting the subject transaction and in some instances including at least a portion of the video data.

74.   (Previously Presented) A method of directing communications between buyers and vendors under control of a central system via the public communication data paths, comprising the steps of:

interfacing a buyer with the central system, via an on-line computer service, the buyer utilizing a personal computer adapted for video communication;

the central system receiving from one or a plurality of vendors, video data indicative of either high freeze frame resolution video images or dynamic video images or both of items to be offered a vendor or by vendors under control of the central system;

the buyer providing to the central system, area of interest data including data relating to a specific item the buyer is interested in purchasing including a merchandise code number and buyer identification data that is verified by the central system;

the central system allowing the buyer to view merchandise data including the video data and text data relating to the specific item responsive to the area of interest data provided by the buyer, wherein the video data is stored in a storage device including a memory device associated with the central system; and

consummating a purchase transaction between the buyer and the vendor under control of the central system.

75.   (Canceled)

76.   (Previously Presented) A method according to claim 74, wherein the buyer provides a maximum amount the buyer is willing to pay for the item.

77.   (Canceled)

78.   (Previously Presented) A method according to claim 74, wherein the memory device includes a video memory.

79.   (Previously Presented) A method according to claim 74, wherein the identification data includes number data provided on a card.

80.   (Previously Presented) A method according to claim 79, wherein the central system verifies the number data.

81.   (Previously Presented) A method according to claim 80, wherein the central system verifies a check digit contained within the number data.

82.   (Previously Presented) A method according to claim 74, wherein the vendors communicate with the central system by email.

83.   (Canceled)

84.   (Previously Presented) A method according to claim 74, wherein the item code number is indicative of the item that is viewed by the buyer.

85.   (Previously Presented) A method for exchanging communications between buyers and vendors via the public communication system utilizing digital lines, comprising the steps of:

interfacing buyers utilizing personal computers with video capability via an on-line computer service with at least one data site, said data site storing data for a plurality of vendors;

receiving at the data site, request data from the buyers, the request data entered by the buyers to indicate an area of interest concerning merchandise or a service, the request data also including an indication of the maximum amount the buyers are willing to pay for the select merchandise or service;

receiving identification data provided by the buyers from the personal computers at the data site;

using at least part of the request data to selectively obtain data from the data site responsive to the request data from the buyers;

providing certain data from data stored at the data site to the buyers including high resolution still image data and graphic data including text data for viewing by the buyers before making a purchase, the data previously obtained from a source relating to the one or more vendors and stored at the data site;

also storing for use by the data site, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers.

86.   (Previously Presented) A method according to claim 85, wherein the identification data contains a check digit.

87.   (Canceled)

88.   (Previously Presented) A method of processing communications on-line, utilizing a plurality of personal computers at remote locations, which personal computers are served by a public communication system including digital lines for voice and data communication and an on-line computer service, the method accommodating alternative communication between personal computers with other personal computers and between personal computer and computer data bases and comprising the steps of:

interfacing individual personal computers through the public communication system and the on-line computer service to receive selection command data to specify desired communication, for a connection to another personal computer or alternatively to a computer data base;

implementing a connection from an interfaced personal computer through the public communication system and the on-line computer service in accordance with the received selection command data from the interfaced personal computer to accommodate dynamic video communications; and

facilitating manipulations of the dynamic video communications via a peripheral
device associated with the individual personal computers.

89. (Previously Presented) A method of processing communications on-line, utilizing
a plurality of personal computers at remote locations, which personal computers are served by a
public communication system including digital lines for data communication and an on-line
computer service, the method accommodating alternative communications between personal
computers with other or personal computers and between personal computers and computer data
bases and comprising the steps of:

interfacing individual personal computers through the public communication
system and the on-line computer service to receive selection command data to specify a
desired communication, for a connection to another personal computer or alternatively to
a computer data base;

implementing a connection from an interfaced personal computer through the
public communication system and the on-line computer service in accordance with the
received selection command data from the interfaced personal computer to accommodate
high resolution video communications including freeze frame images; and

facilitating manipulations of the high resolution communications via a peripheral
device associated with the individual personal computers.

90. (Previously Presented) A process according to claim 17, further comprising the
step of:

maintaining a file of prior transactions of at least certain of the parties at that site.

91. (Previously Presented) A process according to claim 17, wherein the site to
facilitate a live conference is one of multiple coordinated sites under control of a traffic control
system.

92.   (Previously Presented) A process according to claim 17, wherein the identification is automatically provided by the originating terminal from which the certain parties are accessing the live conference.

93.   (Previously Presented) A process according to claim 92, wherein the identification is automatic calling number identification signals that are automatically provided by the public communication links.

94.   (Previously Presented) A process according to claim 17, further comprising the step of:

    providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

95.   (Previously Presented) A process according to claim 17, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

96.   (Previously Presented) A process according to claim 26, wherein the identification data is an identification number previously assigned to a party.

97.   (Previously Presented) A process according to claim 41, further comprising the step of:

    providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

98.   (Previously Presented) A process according to claim 41, further comprising the step of: providing a peripheral device associated with the personal computer

configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

99.   (Previously Presented) A process according to claim 58 facilitating subsequent communication via email from the seller to the buyer.

100.   (Previously Presented) A process according to claim 58, further comprising the step of:

        providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

101.   (Previously Presented) A process according to claim 58, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

102.   (Previously Presented) A system according to claim 72, further comprising the step of:

        providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

103.   (Previously Presented) A system according to claim 72, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

104.   (Previously Presented) A method according to claim 73, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

105. (Previously Presented) A process according to claim 73, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

106. (Previously Presented) A method according to claim 74, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

107. (Previously Presented) A method according to claim 74, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

108. (Previously Presented) A method according to claim 85, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

109. (Previously Presented) A method according to claim 85, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

110. (Previously Presented) A method according to claim 88, further comprising the step of:

        providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

111. (Previously Presented) A method according to claim 88, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

112. (Previously Presented) A method according to claim 89, further comprising the step of:

        providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

113. (Previously Presented) A process according to claim 89, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

114. (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a communication control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing buyers at a plurality of remote locations using personal computers with video capability, with one or more vendor locations with a capability to electronically communicate, under control of one or more of multiple coordinated communication control

systems located at one or more plural sites, through a public communication system via an on-line computer service, comprising the steps of:

interfacing at least certain buyers with at least one of the multiple coordinated communication control systems to communicate with one or more widely distributed vendor locations, via digital lines of the public communication system;

receiving request data from the buyers, at the at least one communication control system, the request data entered by the buyers to indicate an area of interest indicative of a particular merchandise or service;

receiving identification data for the originating remote video terminals provided by the public communication system or from one of the buyers at the at least one communication control system;

storing at least a part of the request data from the buyers at the communication control system and using at least a part of the request data to selectively obtain proposed data from one or more of the vendor locations responsive to the request data provided by the buyers;

providing access concurrently by the buyers under control of the communication control system to a video memory device for conveying one or more video images including at least high resolution freeze frame images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained a source relating to the vendors for subsequent viewing by interested buyers;

also storing at the communication control system or a site associated with the communication control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by buyers while the buyers are interfaced with the vendor location or locations under control of the communication control system;

electronically transmitting data relating to the transaction initiated including a number identifying the transaction, after the buyer has terminated an interface with the vendor locations; and

downloading additional data relating to the area of interest to the personal computer of the buyer by subsequent electronic communication, after the interface between the buyer and the communication control system is terminated.

115. (Previously Presented) A method according to claim 114, wherein access to the video data is provided according to a priority status.

116. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a rotational order.

117. (Previously Presented) A method according to claim 114, wherein access is provided in accordance with a random order.

118. (Previously Presented) A method according to claim 114, wherein the identification data includes data provided by the buyers.

119. (Previously Presented) A method according to claim 114, wherein the identification data includes automatic identification data provided for the remote terminal by the public communication system.

120. (Previously Presented) A method according to claim 114, wherein automatic identification data includes ANI.

121. (Previously Presented) A method according to claim 114, further comprising the step of:

    providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

122. (Previously Presented) A method according to claim 114, further comprising the step of:

provide a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

123. (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more high resolution video images and text data related to the video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of

charges incurred for each buyer relating to transactions initiated by interfaced buyers;

electronically transmitting data relating to the transaction initiated after an

interface between the interfaced buyer and the traffic control system is terminated

including a number identifying the transaction; and

facilitating access by the buyers to various different vendors under control of the

traffic control system while interfaced.

124. (Previously Presented) A method according to claim 123, wherein each vendor
has its own video storage device for storing video data.

125. (Previously Presented) A method according to claim 123, wherein certain vendors
are accorded a priority status under control of traffic control system.

126. (Previously Presented) A method according to claim 123, wherein buyers are
provided access to the video data according to a priority status.

127. (Previously Presented) A method according to claim 123, wherein access is
provided in accordance with a rotational order.

128. (Previously Presented) A method according to claim 123, wherein access is
provided in accordance with a random order.

129. (Previously Presented) A method according to claim 123, further comprising the
step of:

providing access to various different memory sites associated with the vendor

sites during the course of an interface between buyers and one or more vendors based on

the area of interest data.

130. (Previously Presented) A method according to claim 123, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

131. (Previously Presented) A method according to claim 123, wherein the traffic control system also stores a log of the buyers, the identification data of the buyers, and the area of interest provided by the buyers.

132. (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

registering the buyers and vendors with the traffic control system prior to facilitating at least certain electronic communications;

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors, the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided from the originating remote video terminals at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting by electronic mail, data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated including a number identifying the transaction.

133.   (Previously Presented) A method according to claim 132, wherein buyers access is provided to the video data according to a priority status.

134.   (Previously Presented) A method according to claim 132, wherein buyers access is provided in accordance with a rotational order.

135.   (Previously Presented) A method according to claim 132, wherein buyers access is provided in accordance with a random order.

136.   (Previously Presented) A method according to claim 132, wherein the identification data includes data provided by the buyers.

137.   (Previously Presented) A method according to claim 132, wherein the identification data includes automatic identification data provided by the public communication system.

138.   (Previously Presented) A process according to claim 132, further comprising the step of:

providing access to various different memory sites associated with the vendor

sites during the course of an interface between buyers and one or more vendors based on

the area of interest data.

139. (Previously Presented) A process according to claim 132, further comprising the

step of: providing a peripheral device associated with the personal computer

configured to enable buyers to manipulate the peripheral device and to capture one of the

video images and transmit a captured video image to another remote terminal.

140. (Previously Presented) A method for directing and exchanging on-line and

off-line communications under control of a traffic control system to accomplish transactions that

relate to merchandise or a service available for purchase, the method involving selectively

interfacing under control of the traffic control system, buyers at a plurality of remote locations

using personal computers with video capability, with one or more vendors with a capability to

electronically communicate through a public communication system via an on-line computer

service, comprising the steps of:

        registering the buyers or vendors or both with the traffic control system prior to

facilitating electronic communications wherein the buyers or the vendors or both provide

data to facilitate subsequent electronic communications;

        designating an originating terminal identification number for use in subsequent

electronic communications;

        interfacing the buyers with the traffic control system in communication with one

or more vendors, through the public communication system wherein at least certain

buyers electronically communicate with the traffic control system via digital lines of the

public communication system;

        receiving request data from the buyers, at the traffic control system in

communication with the one or more vendors the request data entered by the buyers to

indicate an area of interest concerning the merchandise or the service;

        receiving identification data provided by buyers from the remote video terminals

at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to the vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated including a number identifying the transaction.

141.   (Previously Presented) A method according to claim 140, wherein buyers are provided access to the video data according to a priority status.

142.   (Previously Presented) A method according to claim 140, wherein buyers access is provided in accordance with a rotational order.

143.   (Previously Presented) A method according to claim 140, wherein buyers access is provided in accordance with a random order.

144.   (Previously Presented) A method according to claim 140, wherein the step of receiving request data further includes receiving an item number.

145.   (Previously Presented) A method according to claim 140, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

146. (Previously Presented) A process according to claim 140, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

147. (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

checking the identification data provided by the buyers before providing at least some access concurrently by the buyers under control of the traffic control system to a

video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated including a number identifying the transaction.

148. (Previously Presented) A method according to claim 147, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

149. (Previously Presented) A method according to claim 147, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

150. (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain

buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers;

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated including a number identifying the transaction; and

providing an additional identification number relating to the merchandise code that further identifies a transaction to the buyer following the receipt of the request data from the buyers.

151. (Previously Presented) A method according to claim 150, wherein in addition to transmitting an identification number, also transmitting data relating to a merchandise number.

152. (Previously Presented) A method according to claim 150, further comprising the step of:

providing access to various different memory sites associated with the vendor

sites during the course of an interface between buyers and one or more vendors based on

the area of interest data.

153.   (Previously Presented) A method according to claim 150, further comprising the

step of: providing a peripheral device associated with the personal computer

configured to enable buyers to manipulate the peripheral device and to capture one of the

video images and transmit a captured video image to another remote terminal.

154.   (Previously Presented) A method for directing and exchanging on-line and off-

line communications under control of a traffic control system to accomplish transactions that

relate to merchandise or a service available for purchase, the method involving selectively

interfacing under control of the traffic control system, buyers at a plurality of remote locations

using personal computers with video capability, with one or more vendors with a capability to

electronically communicate through a public communication system via an on-line computer

service, comprising the steps of:

       interfacing the buyers with the traffic control system in communication with one

or more vendors, through the public communication system wherein at least certain

buyers electronically communicate with the traffic control system via digital lines of the

public communication system;

       receiving request data from the buyers, at the traffic control system in

communication with the one or more vendors the request data entered by the buyers to

indicate an area of interest concerning the merchandise or the service;

       receiving identification data provided by buyers from the remote video terminals

at the traffic control system;

       storing at least a part of the request data from the buyers at the traffic control

system and using at least a part of it to selectively obtain proposed data from the vendor

responsive to the buyers' request data;

       providing access concurrently by the buyers under control of the traffic control

system to a video memory for conveying one or more high resolution video images as

part of the proposed data relating to the area of interest indicated by the buyers, the video

images previously obtained from a source relating to one or more vendors for subsequent

viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data including stored

dynamic video or stored high resolution still image via a peripheral device such as a

mouse;

also storing via the traffic control system, billing data including a record of

charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an

interface between the interfaced buyer and the traffic control system is terminated.

155.   (Previously Presented) A method according to claim 154, wherein buyers are

provided access to the video data according to a priority status.

156.   (Previously Presented) A method according to claim 154, wherein buyers access

is provided in accordance with a rotational order.

157.   (Previously Presented) A method according to claim 154, wherein buyers access

is provided in accordance with a random order.

158.   (Previously Presented) A method according to claim 154, wherein the record of

charges is maintained and provided upon request.

159.   (Previously Presented) A method according to claim 154, further comprising the

step of:

providing access to various different memory sites associated with the vendor

sites during the course of an interface between buyers and one or more vendors based on

the area of interest data.

160.   (Previously Presented) A method according to claim 154, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

161.   (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at the traffic control system;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more high resolution video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data including stored dynamic video via a peripheral device such as a mouse; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated including a number identifying the transaction.

162.   (Previously Presented) A method according to claim 161, further comprising the step of:

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers.

163.   (Previously Presented) A method according to claim 161, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

164.   (Previously Presented) A method according to claim 161, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

165.   (Previously Presented) A method for directing and exchanging on-line and subsequent off-line communications under control of a communication control system to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a plurality of remote locations using remote terminals with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the communication control system, through a public communication system via an on-line computer service, the communication control system comprising one or more of

multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

interfacing at least certain buyers with the communication control system to communicate with one or more widely distributed vendor sites, via digital lines of the public communication system;

receiving request data from the buyers at the communication control system, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote video terminals at the communication control system;

storing at least a part of the request data from at least one of the certain buyers at the communication control system and using at least a part of the request data to selectively obtain proposed data from the one or more vendor sites responsive to the buyers' request data, the communication control system providing the proposed data from the vendor sites to the buyers in accordance with at least certain stored priority designations previously accorded to the vendors and executed by the communication control system;

providing access concurrently by the buyers under control of the communication control system to a video memory wherein the video memory is configured to convey dynamic video images or high resolution freeze frames or both as part of the proposed data relating to the area of interest indicated by the buyers, the dynamic video images or high resolution freeze frames or both previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers; and

providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

166.   (Previously Presented) A method according to claim 165, wherein buyers are provided access to the video data according to a priority status.

167.   (Previously Presented) A method according to claim 165, wherein buyers access is provided in accordance with a rotational order.

168.   (Previously Presented) A method according to claim 165, wherein buyers access is provided in accordance with a random order.

169.   (Previously Presented) A method according to claim 165, further comprising the step of:

> providing access to various different memory sites associated with the vendor
> sites during the course of an interface between buyers and one or more vendors based on
> the area of interest data.

170.   (Previously Presented) A method according to claim 165, further comprising the step of:

> assigning PIN numbers vendors, wherein the PIN numbers are coded to indicate
> the specific organization that a vendor is associated with.

171.   (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a communication control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selective interfacing of buyers at a plurality of remote locations using personal computers with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the communication control system, through a public communication system via an on-line computer service, the communication control system comprising one or more of multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

> interfacing at least certain buyers with the communication control system to
> communicate with one or more widely distributed vendor sites, via digital lines of the
> public communication system;

receiving request data from the buyers at the at least one communication control system, the request data entered by the buyers to indicate an area of interest on a particular merchandise or service;

receiving identification data provided by buyers from the remote video terminals at the communication control system;

storing at least a part of the request data from at least one buyer at the communication control system and using at least a part of the request data to selectively obtain proposed data from the vendor sites responsive to the buyers' request data, the communication control system providing the proposed data from the vendor sites to the buyers in accordance with stored priority designations previously accorded to at least certain of the vendors by the communication control system;

providing access concurrently by the buyers under control of the communication control system to a video memory for conveying stored video including one or more dynamic or high resolution freeze frame video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors and stored for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data whereby the buyer can use a mouse associated with the remote terminal to change the video images or highlight select areas with a cursor controlled by the mouse.

172.   (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data according to a priority status.

173.   (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a rotational order.

174.   (Previously Presented) A method according to claim 171, wherein buyers are provided access to the video data in accordance with a random order.

175.   (Previously Presented) A method according to claim 171, further comprising the step of:

  providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

176.   (Previously Presented) A method according to claim 171, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

177.   (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

  interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

  receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

  receiving identification data provided by buyers from the remote video terminals at the traffic control system;

  storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control

system to a video memory for conveying one or more video images including dynamic

video or high resolution freeze frame images as part of the proposed data relating to the

area of interest indicated by the buyers, the video images previously obtained from a

source relating to one or more vendors for subsequent viewing by interested buyers;

facilitating manipulation by the buyer of the stored video data including stored

dynamic video or stored high resolution still image via a peripheral device such as a

mouse; and

electronically transmitting data relating to the transaction initiated after an

interface between the interfaced buyer and the traffic control system is terminated.

178.   (Previously Presented) A method according to claim 177, further comprising the
step of:

also storing at the traffic control system, record data including a log of buyers

accessing the video memory including an amount of time spent by at least certain buyers

to view any stored video data, the record data provided by a vendor upon request.

179.   (Previously Presented) A method according to claim 177 wherein the data
relating to the transaction relates to item number data.

180.   (Previously Presented) A method according to claim 177, further comprising the
step of:

providing access to various different memory sites associated with the vendor

sites during the course of an interface between buyers and one or more vendors based on

the area of interest data.

181.   (Previously Presented) A method according to claim 177, further comprising the
step of: providing a peripheral device associated with the personal computer

configured to enable buyers to manipulate the peripheral device and to capture one of the

video images and transmit a captured video image to another remote terminal.

182.   (Previously Presented) A method for directing and exchanging on-line and subsequent off-line communications under control of a communication control system to accomplish communications that relate to merchandise or a service, the method involving selective interfacing of buyers at a plurality of remote locations using remote terminals with video capability, with one or more vendor sites with a capability to electronically communicate, under control of the communication control system, through a public communication system via an on-line computer service, the communication control system comprising one or more of multiple coordinated communication control systems located at one or more plural sites, the method comprising the steps of:

        receiving identification data provided via buyer terminals from the remote video terminals at the communication control system;

        maintaining a record of at least certain buyer communications with the communication control system;

        notifying buyers under control of the communication control system in accordance with a rotational order operation or a random operation of availability of select merchandise or services for purchase based on an area of interest stored for the buyers;

        interfacing at least certain buyers with the communication control system to communicate with one or more widely distributed vendor sites, via digital lines of the public communication system; and

        using the area of interest stored for the buyers to selectively obtain proposed data from the vendor sites responsive to the area of interest, the communication control system providing the proposed data including video image data from at least certain of the vendor sites to the buyers in accordance with stored priority designations previously accorded to the vendors and executed by the communication control system.

183.   (Previously Presented) A method according to claim 182, wherein buyers are provided access to the video data according to a priority status.

184.   (Previously Presented) A method according to claim 182, further comprising the step of:

    providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

185.   (Previously Presented) A method according to claim 182, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

186.   (Previously Presented) A method for directing and exchanging on-line and off-line communications under control of a traffic control system to accomplish transactions that relate to merchandise or a service available for purchase, the method involving selectively interfacing under control of the traffic control system, buyers at a plurality of remote locations using personal computers with video capability, with one or more vendors with a capability to electronically communicate through a public communication system via an on-line computer service, comprising the steps of:

    registering the buyers or vendors or both with the traffic control system prior to facilitating electronic communications wherein the buyers or the vendors or both provide data to facilitate subsequent electronic communications;

    providing blank forms to the buyers or vendors via a menu to indicate an area of interest for communications between the buyers and vendors;

    interfacing the buyers with the traffic control system in communication with one or more vendors, through the public communication system wherein at least certain buyers electronically communicate with the traffic control system via digital lines of the public communication system;

    receiving request data from the buyers, at the traffic control system in communication with the one or more vendors the request data entered by the buyers to indicate an area of interest concerning the merchandise or the service;

receiving identification data provided by buyers from the remote video terminals at the traffic control system;

designating received identification data for use in subsequent electronic communications between the buyers and vendors;

storing at least a part of the request data from the buyers at the traffic control system and using at least a part of it to selectively obtain proposed data from the vendor responsive to the buyers' request data;

providing access concurrently by the buyers under control of the traffic control system to a video memory for conveying one or more video images as part of the proposed data relating to the area of interest indicated by the buyers, the video images previously obtained from a source relating to one or more vendors for subsequent viewing by interested buyers;

also storing via the traffic control system, billing data including a record of charges incurred for each buyer relating to transactions initiated by interfaced buyers; and

electronically transmitting data relating to the transaction initiated after an interface between the interfaced buyer and the traffic control system is terminated.

187.   (Previously Presented) A method according to claim 186, further comprising the step of:

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

188.   (Previously Presented) A method according to claim 186, further comprising the step of: providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.

189.   (Previously Presented) A method for directing and exchanging on-line and subsequent off-line communications under control of a communication control system to

accomplish communications that relate to merchandise or a service, the method involving

selective interfacing of buyers at a plurality of remote locations using remote terminals with

video capability, with one or more vendor sites with a capability to electronically communicate,

under control of the communication control system, through a public communication system via

an on-line computer service, the communication control system comprising one or more of

multiple coordinated communication control systems located at one or more plural sites, the

method comprising the steps of:

interfacing at least certain buyers with the communication control system to

communicate with one or more widely distributed vendor sites, via digital lines of the

public communication system;

receiving request data from the buyers at the communication control system, the

request data entered by the buyers to indicate an area of interest on a particular

merchandise or service;

receiving identification data provided by buyers from the remote video terminals

at the communication control system;

storing at least a part of the request data from the buyers at the communication

control system and using at least a part of the request data to selectively obtain proposed

data from the vendor sites responsive to the buyers' request data, the communication

control system providing the proposed data from the vendor sites to the buyers in

accordance with at least certain stored priority designations previously accorded to the

vendors and executed by the communication control system;

providing access concurrently by the buyers under control of the communication

control system to a video memory wherein the video memory is configured to convey

dynamic video images as part of the proposed data relating to the area of interest

indicated by the buyers, the dynamic video images previously obtained from a source

relating to one or more vendors for subsequent viewing by interested buyers;

providing a peripheral device associated with the personal computer configured to

enable buyers to manipulate the peripheral device and to capture one of the video images

and transmit a captured video image to another remote terminal; and.

providing access to various different memory sites associated with the vendor sites during the course of an interface between buyers and one or more vendors based on the area of interest data.

190.	(Previously Presented) A method according to claim 189, further comprising the step of:

providing a peripheral device associated with the personal computer configured to enable buyers to manipulate the peripheral device and to capture one of the video images and transmit a captured video image to another remote terminal.